



Online Shopping



Statistics Korea

Press Release

다시, 대한민국!
새로운 국민의 나라

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Online Shopping in November 2024

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Online Shopping in November 2024

1. Overview

- The online shopping transaction value marked 21.2233 trillion won in November 2024, rising 1.0% from November 2023. The mobile shopping transaction value marked 15.9479 trillion won in November 2024, rising 3.8% from November 2023.
- Compared to October 2024, the online shopping and mobile shopping transaction value grew by 4.6% and 3.4%, respectively.
- The mobile shopping transaction value accounted for 75.1% of the total online shopping transaction value, which went up by 1.9%p from 73.2% in November 2023.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2023		2024		Month-on-month		Year-on-year	
	Annual	Nov.	Oct. ^p	Nov. ^p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,288,607	210,054	202,886	212,233	9,347	4.6	2,179	1.0
Mobile shopping transaction value (B)	1,690,320	153,713	154,181	159,479	5,298	3.4	5,766	3.8
Share of mobile shopping transaction value (B/A)	73.9	73.2	76.0	75.1	-	-0.9	-	1.9

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to November 2023, the online shopping transaction value of 'E-coupon services' declined by 43.6%. Whereas, the online shopping transaction value of 'Food & beverages', 'Food services' and 'Clothing' grew by 12.5%, 14.0% and 4.7%, respectively.
 - Compared to October 2024, the online shopping transaction value of 'Travel arrangement and transportation services' fell by 7.7%. In the meantime, the online shopping transaction value of 'Clothing' and 'Home electric appliances and electronic equipment' grew by 15.4% and 17.5%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2023		2024		Month-on-month		Year-on-year	
	Annual	Nov.	Oct. ^p	Nov. ^p	Change	Percent change	Change	Percent change
○ Total	2,288,607	210,054	202,886	212,233	9,347	4.6	2,179	1.0
- Home electric appliances	299,879	28,833	23,552	26,276	2,724	11.6	-2,557	-8.9
• Computers and computer-related appliances	87,094	7,579	5,703	7,297	1,594	27.9	-282	-3.7
• Home electric appliances and electronic equipment	151,848	15,428	12,003	14,100	2,097	17.5	-1,329	-8.6
• Telecommunication equipment	60,937	5,825	5,847	4,879	-967	-16.5	-946	-16.2
- Books	43,455	3,857	3,733	3,866	133	3.6	9	0.2
• Books	24,284	1,945	2,061	1,987	-74	-3.6	42	2.1
• Office appliances and stationery	19,171	1,912	1,673	1,879	207	12.4	-32	-1.7
- Fashion	552,110	55,038	49,959	55,145	5,185	10.4	107	0.2
• Clothing	214,781	23,996	21,769	25,113	3,344	15.4	1,117	4.7
• Footwear	39,567	3,820	3,078	3,916	838	27.2	96	2.5
• Luggage	28,389	2,177	1,941	1,931	-11	-0.6	-247	-11.3
• Fashion and accessories	38,785	3,685	3,165	3,358	193	6.1	-327	-8.9
• Sports and leisure appliances	59,435	5,771	5,333	5,223	-110	-2.1	-548	-9.5
• Cosmetics	118,721	11,018	10,311	11,078	767	7.4	60	0.5
• Goods for infants and children	52,432	4,570	4,362	4,526	163	3.7	-44	-1.0
- Food products	406,904	35,165	39,227	39,423	197	0.5	4,259	12.1
• Food & beverages	298,415	25,821	28,935	29,050	115	0.4	3,228	12.5
• Agriculture, livestock and fishery products	108,489	9,343	10,292	10,374	82	0.8	1,030	11.0
- Household goods	296,302	28,319	26,672	28,356	1,684	6.3	37	0.1
• Household goods	173,058	15,731	16,011	16,124	114	0.7	393	2.5
• Motor vehicles, motor vehicle parts & accessories	44,746	5,539	3,509	4,967	1,458	41.5	-572	-10.3
• Furniture	53,363	4,861	4,811	4,945	134	2.8	84	1.7
• Pet products	25,134	2,188	2,341	2,320	-22	-0.9	131	6.0
- Services	661,579	56,257	57,839	57,050	-789	-1.4	793	1.4
• Travel arrangement and transportation services	241,373	20,341	22,625	20,891	-1,733	-7.7	550	2.7
• Culture and leisure services	29,791	2,576	2,697	2,505	-192	-7.1	-71	-2.8
• E-coupon services	100,649	9,325	4,450	5,260	810	18.2	-4,065	-43.6
• Food services	264,012	21,612	25,311	24,645	-667	-2.6	3,033	14.0
• Miscellaneous services	25,754	2,403	2,757	3,750	993	36.0	1,346	56.0
- Others	28,378	2,585	1,903	2,116	213	11.2	-469	-18.1